



# TEXAS TOURISM TRAVEL FACTS



**TOTAL DIRECT TRAVEL SPENDING IN TEXAS IN 2014**

**\$70.6 BILLION**

**DIRECTLY SUPPORTED 630,000 JOBS**  **INDIRECTLY SUPPORTED 474,000 JOBS**

  
**1 IN 10** TEXAS JOBS  
SUPPORTED  
BY TRAVEL SPENDING

**4<sup>TH</sup>**   
CONSECUTIVE YEAR OF TOURISM  
EMPLOYMENT GROWTH  
 **IN TEXAS**



**\$6 BILLION**

GENERATED IN STATE AND  
LOCAL TAX REVENUES



**\$7.36 TO \$1 ROI**

STATE TAX REVENUE GENERATED BY  
TEXAS TOURISM ADVERTISING



**4.6%**

INCREASE IN  
TOTAL DIRECT  
TRAVEL SPENDING



**3.3%**

INCREASE  
IN TRAVEL  
SUPPORTED JOBS



**5.3%**

INCREASE IN DOMESTIC  
OVERNIGHT NON-RESIDENT  
LEISURE TRAVEL



INTERNATIONAL  
ARRIVALS IN TEXAS

**9.7 MILLION**



**\$6.8 BILLION**

INTERNATIONAL TRAVEL SPENDING



**3<sup>RD</sup>**

HIGHEST SHARE OF  
DOMESTIC TRAVEL DAYS



**70%**

OF DOMESTIC TRAVEL  
FOR LEISURE PURPOSES



FOR MORE INFORMATION, VISIT [TRAVEL.TEXAS.GOV](http://TRAVEL.TEXAS.GOV)

**TEXAS**